

# Invest Ottawa DMS Future Proof

## Success Story: Hovey Industries

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### The Story

Hovey Industries is one of Ottawa's best established manufacturing firms. Since 1979, Hovey has been focused on designing and fabricating high-quality metal products that meet the most rigorous industry standards and hold up under the harshest conditions. Current owner Marco Campagna acquired the business in 2005 with a vision to execute cutting-edge ideas that could capitalize on Hovey's expertise in designing and creating top-quality metal products. Today, Hovey is a leading technology company with tried-and-true manufacturing techniques and innovative design capacity.



### The Obstacle

When the COVID-19 pandemic began, Marco's top concern was how he could retain his employees if business were to slow down. Historically, Hovey has been a well-known name in the local engineering industry, and given their small group of loyal customers, Marco had never considered the advantages of expanding his social media presence. For help in designing and executing a novel digital strategy to broaden his clientele base, he applied to the Digital Main Street Future Proof program.

### The Solution

The program's Transformation Team worked collaboratively with Marco and his team to understand their business model, products, and target demographics to design a digital blueprint that could adapt to their goals moving forward. The team reviewed Hovey's existing website and suggested specific changes to its form and content to optimize their search engine appearances and improve the look and feel of the brand. The team also helped design Hovey's new social media channels to showcase existing and new product lines, and left Marco with a detailed posting schedule to attract and retain engagement. Marco now has a step-by-step social media strategy to implement on his own time and tweak as needed.

## The Update and the Future

As a result of his work with the Transformation Team, Marco has now set his sights on introducing a new set of consumer products through social media. With increased visibility, he hopes to see Hovey products on shelves at Canadian Tire and Home Depot and believes they will be popular among his longstanding list of clients. Most importantly, by staying connected with his clientele base, and connecting with new customers, Marco has been able to retain his entire team of loyal employees.



### Testimonial

“I couldn’t have asked for more,” says Marco of his experience with the Future Proof program. “The team was able to present expert solutions and kept us involved. They bounced ideas off us in order to tailor the strategy to meet our needs. Their resources were key to helping us pivot online.”

## Get Connected!



**Marco Campagna**  
Owner, Hovey Industries

**hovey.ca**



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